LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2667 – Growth – Req. No. 90733 – B&W No Bleed – 8½x11 – Tobacco Trade – 74 (A)
Printed in U.S.A.

Your Profit Dollar... how you can help it grow like this.

The relative sizes of these three Eisenhower dollars show how sales of Philip Morris brands grew from 1969 to 1973, inclusive—up 69.4% in just five short years.

If your standing order for Philip Morris has kept pace—if you keep our brands fully in stock all the time—that's how fast the Philip Morris share of your profit dollar should be growing.

Cigarette sales are up... and Philip Morris leads the way. The figures below show the increases in 1973 over 1972.

	Units (Billions)	Sales Gain Percent	Percent of Total Growth
Total industry	up 20.81	3.8%	100.00%
Philip Morris USA	up 11.35	10.3%	54.54%
Rest of industry combined	9.46	2.1%	45.46%

SOURCE: The Maxwell Report, 1973 Year-End Preliminary. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from
PHILIP MORRIS USA

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Source: https://www.industrydocuments.ucsf.edu/docs/qxgn0003
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